

# **City of El Paso Social Media Policy**

## **I. Purpose**

The utilization of social media outlets provides entities with a unique opportunity to use new and cutting-edge networking technology to reach out to respective target audiences in promoting and sharing relevant information. The City of El Paso will utilize social media for the purpose of promoting and sharing information about City of El Paso municipal services, programs, initiatives and events.

The purpose of this policy is to outline procedures and guidelines for appropriate usage of social media by City employees.

## **II. Structure of Usage / Monitoring**

Designated City employees may only use social media within the parameters of this policy.

All social media use will be approved by the Public Affairs Office.

All accounts/pages created by identified City employees must be set up as business accounts, not personal accounts (e.g., Facebook – must set up page, not profile; must have fans, not friends).

The Public Affairs Office, through its Social Media Liaison, will conduct random monitoring on a weekly basis to ensure departments utilizing social media resources are adhering to the Social Media Policy.

The Public Affairs Office, through its Social Media Liaison, may decide at any time or for any reason to disable a City-sponsored social media resource. Reasons might include – violation of any portion of this document, unprofessional use of the resource, lack of use or disinterest by the public or failure to maintain the social media resource by the sponsoring department.

## **III. Department Responsibilities**

Departments choosing to utilize social media resources must perform the following:

1. Department must designate a specific individual(s) or point(s) of contact (POCs) who will be responsible for management of their respective department's page. POCs must be a current City employee.
2. Department must provide the Social Media Liaison with the names of those individuals responsible for managing social media resources as well as login and password information.
3. POCs must provide the Social Media Liaison with a current and specific listing of which venues and social media sites the Department is utilizing at all times (e.g. Facebook, YouTube, Podcasting, Twitter).

4. POCs must archive all information posted on utilized social media resources with date of post, corresponding content and which site for reference. **NOTE:** All information posted on social media sites may be considered ORR.
5. POCs must obtain photo releases for all children and minors included in images and videos posted by the Department to social media sites. POCs must provide a copy of the photo release to the Social Media Liaison and detail specifically where the image is posted on which social media site.

#### **IV. General Social Media Policies**

1. Usage and information posted must relate directly to City of El Paso municipal services, programs, initiatives and events.
2. Use of City resources (camera, video camera, software) for producing content to be posted on social media sites should be used for official City purposes, not for personal use or personal posting.
3. All City-sponsored social media resources must be viewable by anyone, whether or not they choose to open an account with the social media provider. No hiding or restricting content.
4. POCs who manage the accounts for their department are considered owners of the content and will be held responsible for all content posted on their department's associated social media pages.
5. Employees using social media sites must not post personal information, feelings or opinions.
6. Posts or tweets must not include any discriminatory, obscene, disparaging or lewd content or content that is not appropriate for the workplace.
7. No posting of information that may be considered false or misleading.
8. Do not post confidential information.
9. Do not post information about other employees or elected officials without prior approval.
10. Do not post any comments or content that could be considered political or related to any political campaign.
11. Do not plagiarize.
12. Postings on websites or microblogs should not be used for personal communication purposes.
13. POCs are strongly encouraged to check for grammatical and typographical errors.
14. Consider your audience.
15. Use social media resources to add value and communicate relevant City of El Paso information.
16. Before information is posted, ask: Is it truthful? Accurate? Hurtful? Damaging? If you have any doubts, do not post.

#### **VIDEO**

1. Use of video shall be through the City of El Paso YouTube Channel.
2. No posting of videos that contain images of trademarked or copyrighted symbols.
3. No posting of videos that contain minors, unless a photo release is obtained and on file with the sponsor department and Social Media Liaison.
4. POCs must ensure that any music used in posted videos is not copyrighted.

5. Video will be subject to removal if any prohibited or inappropriate content is featured in the video.
6. If a POC would like to post a City 15-produced video, a programming request form must be submitted to the Public Affairs Office for review and approval.

### **LINKS**

1. Wherever possible, the official City of El Paso website – [www.elpasotexas.gov](http://www.elpasotexas.gov) – should be listed as a link.
2. Only City-owned websites may be linked on departments' social media pages.

### **LOGOS**

1. The official City of El Paso logo, as well as sponsor department logos, must only be used in an official capacity on social media sites in promotion of municipal services, programs, initiatives and events.

### **PHOTOS**

1. Only sponsor departments may post photos on City of El Paso related social media sites. No members of the general public may post images to a City-sponsored social media site.
2. Photos posted by Departments on social media sites must have been taken at a City sanctioned event, at a City facility (public forum).
3. No posting of photos that contain images of trademarked or copyrighted symbols.
4. No posting of photos that contain minors, unless a photo release is obtained and on file with the sponsor department and Social Media Liaison.

### **DISCUSSION FORUMS**

If a discussion forum is utilized on a department's social media site, the department must perform the following:

1. Advise the Social Media Liaison that they will be using this type of resource.
2. Departments must explain and clearly outline on the webpage how the discussion forum / comment wall / question & answer section will be handled and conducted. This includes advising that comments that are submitted by members of the public will be posted once reviewed for inappropriate, lewd or offensive content.
3. Questions posted must be responded to in a timely manner.
4. Departments must include the formal disclaimer from the City Attorney's Office.
5. Departments may screen, but not edit comments.
6. Discussion forums must be archived.

There will be zero tolerance for violation of the Social Media Policy.

Non-compliance with the Social Media Policy will result in the sponsor department's social media pages being disabled, as well as possible investigation and disciplinary action by Human Resources and / or respective Department Head.